

## Abstract

An interactive application in an interactive server for providing an interactive service associated with data broadcasting is automatically synchronized with programming of the data broadcasting. A broadcasting station system acquires information for specifying the interactive service associated with the data broadcasting and information for specifying a service time of the interactive service, and transmits the information to the interactive server. On the other hand, the interactive server receives a set of information for specifying the interactive service and information for specifying the service time of the interactive service from one or plural computers relating to data broadcasting, and extracts a set of information for specifying the interactive service having a relation to this interactive server and information for specifying the service time of the received information for specifying the interactive service. Then, activation or deactivation of the respective interactive services is executed on the basis of the extracted set of the information for specifying the interactive service and the information for specifying the service time.